

THE MAGAZINE THAT LEAVES NO ONE INDIFFERENT

QUEBECOR



PRINT

READERSHIP*

143,000
READERS

25.8
READERS PER COPY

43% / 57%
RATIO MEN/WOMEN

W35-54
(IND. 153)
PRINCIPAL TARGET
\$62,636
HOUSEHOLD INCOME

CIRCULATION

5,551
TOTAL COPIES

5,463
NEWSSTAND SALES

88
SUBSCRIBERS

16
ISSUES PER YEAR
\$4.99
MAGAZINE COVER
PRICE

GEOGRAPHICAL SEGMENTATION



DIGITAL

SOCIAL MEDIA

f 8,400
FANS

Sources: Vividata Spring 2019, Total Canada, 14+ / *Profile: English Canada 14+ / Circulation: AAM, December 2018 / Social Media: April 2019
*Print version only.

DH
DERNIÈRE HEURE